Research Part 1

Why do we start with research? Well, you need to understand your market, your customer, the competitor's products that are out there, other solutions, what the market likes about those solutions and what it doesn't like, the pain points, really everything. You need a holistic, broad view of the landscape and that's the way you're going to write the most effective copy.
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What ends up happening a lot of the time is that writers think they know the market and maybe they do know a few things about the market so they skip on or skip research entirely and it's almost always detrimental to copy because they're sort of guessing at what the market wants to hear. But what we can do is actually, the market can tell us what they want to hear, what they want us to write about and all of that. We can do that in the market's own language because as you're going to see after we've reviewed these questions that we're going to answer, these research questions, we'll actually go and do some examples in real time and you'll be able to see that you can basically take what the market is saying and then appropriate that into your sales copy, so you're talking to them from their language.
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So with that being said, what I'm going to do here is I'm going to run through the different research questions that I like to ask and answer and we're going to do that on a broad level. I'm going to kind of just run through them with you and then from there, like I said, we'll actually go through and pick a couple of examples and do those on screen so you can get a really good feel for what this process looks like.
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So the first thing we're going to tackle is insights into the demographic of the market that you're targeting. There are some basic questions like who's your customer, what attitudes do they have, what their hopes and dreams are, what their victories and failures are, what outside forces do they believe have prevented their best life, what are their prejudices and then we're going to sum up their core beliefs about life, love and family in one to three sentences. So as far as who your customer is, this would be the stuff like 55 plus, primarily male, middle income, living in the United States or living abroad kind of the basic, broader stuff generally or housewives who are between the ages of 40 and 65, whatever it is.
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You generally will have a feel for this before you start writing the copy. If you don't, there's some analytic tools that you can use that will help to give you these insights and I'll share those with you in a little bit here, but pretty basic, right. As far as what attitudes do they have, religious, political, social, economic; this stuff's really important because for example, if your market is primarily Christian, then you should know that because the language you use

is going to be geared towards other Christians. Or if they're Muslim or Jewish or whatever, it's worth knowing or noting that. If they aren't, if it's a very broad market, if you're writing to a bunch of atheists, if you're writing to a bunch of 20-year-old biohackers who are really highly educated and listen to the Tim Ferriss podcast, a high percentage of those people probably actually aren't religious and so you have to weigh that. If you're really religious, great, but you may need to weigh how you're approaching it.
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Politics, same thing. If they're all highly skewed conservative, then your language is going to be very different than if they skew liberal. Socially, similar ideas about the role of government and it's kind of political but also social, what they think about education, just all kinds of social beliefs and things that they may have. We want to capture all of that because again, when it does come time to write to our audience, we want to do it in a way that we're just reflecting back upon them, that we are a familiar voice to them. We want to be a familiar voice; somebody who they know and trust immediately because we are speaking their language.
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Same thing with economic, too. If they're lower class, middle class, upper class, are they retirees, are they big savers, are they big spenders, are they big shoppers; we want to understand their attitudes about the economy in general and things like that. What are their hopes and dreams? Super important because we want to know what are they really looking to achieve not just as far as the product goes, but in life. Are they looking to retire at a age of 50 or 30 or 40, are they hoping to live to be a 100, are they hoping to start a business and become a billionaire or a millionaire? We want to know what their hopes and dreams are and we want to know about their victories and failures in life in general, but especially, as it pertains to the product and their pain point, too, I should say. So where have they been successful with their problems so far and where have they failed and we want to find all that and capture that information.
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Next, we want to look at what outside forces do they believe have prevented their best life. So for example, if they're like, "Wall Street is rigged and that's why I can never get ahead financially" or "Big pharma is crooked and their healthcare costs are why I'm not healthy" or "If I had just gone to college, I could be a millionaire." People always, not always, but a lot of people have stories that they tell themselves and they tell others about why they're not where they want to be in their lives and in my opinion, it's because it's easier to blame somebody else than to look in the mirror to actually make really hard, concrete changes. So almost all of us have these narratives or stories; we want to capture, the ones that your market is telling consistently.
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What are their prejudices? So this is their attitudes, stereotypes, things like that. I don't mean it in terms of race or things of that nature, but I mean it as

far as what prejudices do they have like, Italians are great cooks or something like that. I mean, that's a silly one, but maybe. I was talking of a stylist, she's a Latina and she was talking about how they look at, I forget what, some other groups, I guess influencers who dress and show up at work in yoga outfits and stuff like that. She was saying how, to them, that's silly and dumb because they like to dress up and look their best. So for her and her tribe, that wouldn't make sense to show up in the office in yoga pants. So that's a prejudice because oh, these influencer, millennial people showing up in yoga pants, they don't get it. If your market has a belief like that and you can then reflect that in the copy, it's another way of signaling, "Hey, I understand. I'm one of you. You're totally right," and if you can do that, you build rapport, trust and it's going to be a lot easier to sell to those people down the road.
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Finally, we want to sum up their core beliefs about life, love and family in one to three sentences. So this is really where we sum up a statement of who this person is. They're typically between the ages of 45 and 65, they believe that the economy is rigged and the political system is broken, but that's something they can live with because family is everything. They think that marriage is sacred and they believe that the greatest gift in the world is being a loving parent to children and grandchildren. Something like that maybe or something that just sums up their core beliefs. We want to do that as well.
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So like I mentioned, I'm going to do a couple of examples of research and record myself doing them in real time for you and a couple of verticals. So we'll cover all of these and you'll see concrete examples. I know examples are really helpful, but I'd rather just run through each of the things here first and then that way, I can do the research in one fell swoop instead of having it be more disjointed. With that being said, let's move on to the next part of this, which is other existing solutions.
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So one of the questions we've got is what is the market already using? We want to list that out. So if you're doing weight loss, then are they using other supplements, they're dieting, keto, personal trainers, gym memberships, workout courses online, whatever they're listing and we're going to again, find out places to find these answers. We want to list these out and we want to know what has their experience been like with these existing solutions that the market's already using. So really like, are they using them a lot, do they use them a little, did they stop using them like what has their experience been like? Really, these two are almost like sub-bullets of this one because we're like well, what does the market like about the existing solutions? So maybe it's that it's fast and easy, maybe it's that they've gotten results, they have lost weight, maybe they feel like it's something that they can do even though they're elderly or they have some kind of preexisting health condition but they could still lose weight using the weight loss example. Whatever it

is, we want to capture all of that and then we also want to capture what the market dislikes about the existing solutions.
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So maybe it's hard or it's a starvation diet or the ingredients give them diarrhea. Whatever it is, we want to capture that as well and why do we want to capture that? Well, simple because when we're going to be selling our product or solution to them, we want to know if what they like about existing solutions is also incumbent or inherent in the solution that we are offering. We want to point that out, but then we also want to differentiate. How is ours different? Well, unlike other solutions that have this, this, this, this, this thing that you don't like, our solution doesn't have those things or "You buy a product and it has this thing that you dislike? Us, too. That's why we created our product so it doesn't have that solution," product or service. Does that make sense?
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We have to know what the market is actually thinking because the whole time a prospect is going through the sales copy, not the whole time, but especially as you're sharing your product with them and that part of the copy, they're thinking about okay, well is this really different than this thing I've tried in the past? Or they're thinking about stuff that they've tried in the past that's similar that didn't give them the results that they wanted or maybe got them some results that they wanted, but there were side effects or things they didn't like about it. So we want to be able to talk to all that and answer those objections while highlighting and strengthening our product and also, differentiating it from other solutions.
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This question is really cool, too. Are there horror stories about existing solutions? The reason we want to find that out - and again, I'll show you where to find them, is if there are true horror stories, we can take those and use those in our sales copy. They make really compelling copy if you can share stories about existing solutions where people used them and things went horribly wrong, then that will captivate and capture people get their attention. Plus obviously, it can really help to discredit or dissuade them from thinking that another solution is better than yours.
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This is a really fundamental question: does the market believe that existing solutions work? Because there's different types of customers and if they believe that there are existing solutions that work already, then you actually have more work to do. It's fine, but if you're trying to sell fuel for cars and you're trying to be like - because we all know gasoline doesn't work, then the market's going to be like, "Screw you." Of course, it works. I put gas in my car every week or every two weeks and my car runs. So you have to then work harder. However, if you're trying to sell something that's, I guess maybe a get rich, become a millionaire things. There's probably more of a jaded market there where a portion of the market that believes that if I invest properly I can

become a millionaire, but there's a lot of people believing no. Why? For reasons up above, their prejudices and what's preventing them from living their best life like, "Well, I don't make enough money," "I don't have a job because I have a college degree," "I'm a bad saver, I'm bad with money," "I have bad credit." All of these things and then so that may influence them and make them think that existing solutions don't work. So if that's the case and they don't believe that existing solutions work, then we are going to answer that question with why. Why don't they believe it?
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So moving on, we've got two more sections of this to go through before we get into doing some live, real time examples. The first one here is about curiosity. So we're going to answer some questions that are curiosity related and I'll explain why. The first question is: has someone tried to solve the market's pain points before in a very unique way, and if they have, what was the result? It's really a pair of questions and what we really want to find is if there was an attempt in the past to solve the market's pain points, then we can go of this whole idea of what was a lost discovery that's been rediscovered or a lost solution that's been rediscovered. Or we may find stories about suppression that somebody had the answer in the past, but then it got hidden or buried away or whatever it is. Or maybe if it's from the 1940s or 30s or whatever it is, there may be some cool old attempt that is unique but then has been forgotten.
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People love the whole idea of what's old is new again, people love this idea of ancient wisdom, that we have all the solutions. Everyone believes that they're living in the most complicated and complex time of human existence and that the people before them had it easier and that's been true since the beginning of modernity, really. Modernity? I don't know, I guess how to say that, but it's been true since the beginning, basically and maybe it is true because it is an ever increasingly complex world that we live in. But as a result of that, people love to latch onto stuff of how oh, back in simpler times, things were solved this way and it was really easy.
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So by going through and looking at old attempts of solving the market's pain points, you can find some really cool gold. What you can also do is find just conspiratorial stories about old solutions as well. So for example, there was a who killed the electric car? The idea that we actually could have had electric cars in the 80s or whatever it was, but GM killed it. That's a conspiratorial story. Health conspiracies about how people don't want remedies getting out or big pharma is really after you or in finance, the billionaires and Wall Street fat cats don't actually want you to succeed. I mean, there's a lot of surprising and interesting conspiratorial stories throughout history and those can make for a really great sales copy so that's why we're looking for this.
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I already kind of mentioned this, but the idea of if there are any older attempts

to solve the problems, pre 1960, that are unique because again, they are going to be unique, especially older ones. Generally, it's just inherently going to be different than what we're trying to do today to solve the problem and it can make for a really interesting copy or even for interesting ways of selling the product, service or solution to people. Then we want to answer for older attempts, what happened, were they successful but forgotten, were they a failure and why?
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I have two examples here that I've been using for a long time, but they're good ones. One is the Tesla in the energy space. There's the idea that big energy, Edison and General Electric didn't want him sharing his energy discoveries with the world and so he was discredited and shamed. He died a broken man and never got the love he deserved but that really, he was ahead of his time and so finding that, if you have a solar charger or battery and you can tie it back to Tesla. It's been done a lot at this point, honestly but potentially, it could be a unique way of presenting your product or service.
(16:42)
Then the other one which is one of my favorites ever is for foot fungus, which I've used this example before, but it's worth me talking about because you may never seen me teach before. Basically, in World War Two - this is completely true, I found a really cool report by doing research and looking for old solutions so doing what exactly what I'm telling you to do. I found how during World War Two, for a lot of American troops who were stationed overseas in the South Pacific, athlete's foot or athlete's feet and foot fungus was a huge issue because they were in these tropical environments, they were wearing shoes and wool socks all day long and they were in ditches.
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Basically, foot fungus was this huge issue and at any given time, it was something like 5 to 10% of our fighting forces weren't actually combat ready because of their foot fungus. People were going to the medics all the time and all this stuff was happening. So the surgeon general and the government freaked out about this and they started looking for solutions that could help to end this foot fungus problem. They tested a bunch of stuff and there's a whole great story there and basically, they finally succeeded by using the product called undecylenic acid, which is effective and clinically shown and FDA cleared to say that it basically cures or treats foot fungus and stuff like that and it made a huge difference.
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So by finding that story, if I'm writing a foot fungus like product, like a topical of undecylenic acid, I can talk about the forgotten foot fungus treatment that helped the US win World War Two or helped the troops win World War Two. Something like that and that's a really interesting headline, hook and angle to take. Even though, this ingredient isn't over-the-counter, isn't stuff you can buy an Amazon right now, it's how do I make that sexy? Why tell this

amazing story about how there's this race against the clock to help America win World War Two and if I'm targeting 50 plus conservative men and women in America, they're going to love that story.
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Okay, cool and then the last one here is going to be corruption, which kind of ties it up above in the curiosity component of the conspiratorial story and things like that. But really, it's this idea, more specifically, That the market's pain point used to not exist or it used to not be so bad. If there was a belief about that, it's really valuable. Is there a belief that has been recently exasperated by outside forces and if so, what are those forces and what's the reason behind their presence? So I kind of call this the Fall from Eden type approach here, which is this idea of again, used to be a simpler time. Here's the same thing that there used to be fewer problems in the world, now there's more and it's because of some outside corrupting force.
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So you have the example of obesity and diabetes because of Dr. Ancel Keys. If you look at that in 1948, Eisenhower had a stroke. The public got really freaked out. Dr. Ancel Keys was a doctor who basically stepped into the limelight and said, "I've got the solution. It is fats and fats are the enemy, basically." Because of him, we completely inverted the food pyramid. He promoted low fat, high, lots of grains, things like that. All of the food industry changed to meet what Dr. Keys did. As a result of that, we've been actually eating this fucked up diet for the last 70 plus years where if you look at the charts, diabetes has skyrocketed, cancer has skyrocketed, obesity has skyrocketed, heart disease has skyrocketed; all these diseases have skyrocketed and it happened right in alignment with when we changed our diets. But because it'd be the food industry, government and everyone has such a vested interest in keeping the food system the way it is now, including grain and agriculture, it's very hard to get them to change. So the advice they're giving is not the right advice and really, you should be flipping the food pyramid on its head and eating more fats, vegetables and things of that nature, but less carbs. So that's the whole corruption angle applied to keto.
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There's always this idea of anytime you can find an isolated group of people, a tribe in some country or whatever where they don't have a problem that we have, where blood sugar doesn't exist or foot fungus doesn't exist or whatever it is, then you can talk about why don't they have we do and then you can tie it to corruption. Or there's stuff where you have all these uncontacted or people who were pretty isolated up until the 60s or 70s, were all really healthy and in good shape, and then the West came and made contact with them. They started drinking Coca Cola and doing this and that and then they all got fat, sick and unhealthy.
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So those are ideas there but again, it's not just for health. I mean, you can look

at the American dream, you can look at retirement, investing. It used to be that every middle class family could have a house, own their home and have a roof over their heads but now it's really hard. Why? Well, greedy banks, Wall Street, and maybe there's some program the government passed in the 70s. Whatever it is, you just find that solution and find how it corrupted things. (22:02)

So that's the research document here. As far as where we find research or answers to our research, it's really just two places for me more than anything. It's Amazon, it's forums and then I guess, a third would be just Googling and I'll make sure I do all that here in the very next module.